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FOR IMMEDIATE RELEASE

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**Mayor Sierer Celebrates Grand Opening of
Clothes in the Past Lane and Gloss Blow-Dry Beauty Bar**

Newark, DE (February 28, 2014) – The grand opening of downtown Newark’s newest business concept was celebrated today, February 28, with a ribbon cutting ceremony followed by an open house with refreshments and a long line of customers. Sandi Patterson of Clothes in the Past Lane Boutique along with Bethany Keith and Jessica Till of Gloss Salon worked together to bring both beauty and style under one roof with a boutique and blow-dry beauty bar located at the 77 East Main Street.

Patterson and Keith, Main Street business owners for a combined 13 years, chose to grow their businesses on Main Street because it is the center of Newark’s commercial district and draws a great mix of students and residents. “This is an innovative partnership that allows downtown to retain and expand longtime businesses in a highly desirable commercial real estate market,” said Mayor Polly Sierer. “Having these business owners see the value in doing business downtown and choosing to invest further is an example of how investing in our businesses helps them invest in us.”

Gloss Blow Dry Beauty Bar is an expansion of Gloss Salon located in the Market East Shopping Center at 276 East Main Street. Keith and Till are both career hairstylists that specialize in styling. “We created our ‘House of Favorites’ including hairstyling, makeup, waxing, nails, and extensions,” said Keith. “At the Bar, there are no cuts or color. We offer the ‘Icing on the Cupcake’ in all things that make our clients feel confident and ready for a night out on the town.”

In the same regard, Clothes in the Past Lane Boutique has relocated its storefront to this location and continues its dedication to selling both new and retro clothing and accessories for men and women. Their goal is to keep prices reasonable and quality high. “I couldn’t see doing business anywhere but downtown Newark,” Patterson said. “I believe it is important to maintain a presence on Main Street as a small business owner that supports and gives back to the community.”

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